

Message Text

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ACTION CU-04

INFO OCT-01 EUR-06 ADP-00 PA-02 PRS-01 /014 W

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R 051440 Z APR 73

FM AMEMBASSY BUCHAREST

TO SECSTATE WASHDC 5009

INFO USIA WASHDC

LIMITED OFFICIAL USE BUCHAREST 1243

USIA FOR IEE

E. O. 11652: N/ A

TAGS: SCUL, RO

SUBJECT: MEDIA COVERAGE OF AMERICAN- ROMANIAN JOINT COMMERCIAL
VENTURE

1. APRIL 5 ISSUES OF DAILIES SCINTEIA AND ROMANIA LIBERA EACH
CARRY EIGHT- COLUMN- INCH ACCOUNTS OF SIGNING OF JOINT VENTURE
AGREEMENT BETWEEN CONTROL DATA AND ROMANIAN MINISTRY OF
MACHINE TOOLS FOR NEW COMPANY TO BE CALLED ROMCONTROLDATA,
WHICH WILL MAKE COMPUTER ACCESSORIES IN NEW BUCHAREST FACTORY
(CF. BUCHAREST 1211).

2. ROMANIAN RADIO AND TV CARRIED TAPE AND FILM REPORTS ON
SIGNING CEREMONY AND NEWS CONFERENCE. LATTER WAS BEAMED
LIVE VIA SATELLITE TO 200 NEWSMEN IN WALDORF ASTORIA IN NYC.

3. MEDIA COVERAGE MUCH HEAVIER THAN THAT GIVEN TO JOINT VENTURE
ANNOUNCEMENT IN FEBRUARY BETWEEN ITALIAN TEXTILE FIRM AND A
ROMANIAN TEXTILE ENTERPRISE. COMMENT: SINCE ITALIAN DEAL
WAS FIRST TO BE SIGNED BY ANY WESTERN COUNTRY UNDER ROMANIA'S
FOREIGN TRADE LAW OF MARCH 1971, IT WAS THEORETICALLY MORE
SIGNIFICANT THAT CONTROL DATA ACCORD. THIS POINT RAISED BY
CZECH AND SOVIET (TASS) JOURNALISTS AT RECEPTION FOLLOWING
NEWS CONFERENCE IN BUCHAREST. THEIR INTERPRETATION IS THAT
ROMANIANS OBVIOUSLY CONSIDER ANY SUCH VENTURE WITH AMERICAN
FIRMS VASTLY MORE IMPORTANT THAN WITH OTHER COUNTRIES, AND MORE
LIKELY TO LEAD TO FURTHER JOINT VENTURES. END COMMENT.

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4. BUCHAREST NEWS CONFERENCE, IN INTERCONTINENTAL HOTEL, WAS CALLED BY CONTROL DATA, WITH FULL COOPERATION AND OBVIOUS ENCOURAGEMENT OF ROMANIAN MINISTRY OF MACHINE TOOLS. SOME 200 ROMANIAN, ITALIAN, CZECH, CHINESE, SOVIET, AND OTHER JOURNALISTS FROM EAST EUROPEAN AND OTHER COMMUNIST COUNTRIES PRESENT. COMMENT: HEAVY PRESENCE ROMANIAN NJOURNALISTS COULD BE ATTRIBUTED TO "COMMAND PERFORMANCE" TURNOUT REQUEST BY ROMANIAN AUTHORITIES, BUT IN EMBASSY VIEW, NON- ROMANIAN JOURNALISTS ATTENDED BECAUSE OF HIGH INTEREST VALUE OF VENTURE. END COMMENT.
MEEKER

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*** Current Handling Restrictions *** n/a

*** Current Classification *** LIMITED OFFICIAL USE

Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 05 APR 1973
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: RELEASED
Disposition Approved on Date:
Disposition Authority: golinofr
Disposition Case Number: n/a
Disposition Comment: 25 YEAR REVIEW
Disposition Date: 28 MAY 2004
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1973BUCHAR01243
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: n/a
Errors: n/a
Film Number: n/a
From: BUCHAREST
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1973/newtext/t19730433/aaaahnqxq.tel
Line Count: 80
Locator: TEXT ON-LINE
Office: ACTION CU
Original Classification: LIMITED OFFICIAL USE
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
Previous Channel Indicators:
Previous Classification: LIMITED OFFICIAL USE
Previous Handling Restrictions: n/a
Reference: n/a
Review Action: RELEASED, APPROVED
Review Authority: golinofr
Review Comment: n/a
Review Content Flags:
Review Date: 21 SEP 2001
Review Event:
Review Exemptions: n/a
Review History: RELEASED <21-Sep-2001 by elyme>; APPROVED <29-Nov-2001 by golinofr>
Review Markings:

Declassified/Released
US Department of State
EO Systematic Review
30 JUN 2005

Review Media Identifier:
Review Referrals: n/a
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
Secure: OPEN
Status: <DBA CORRECTED> gwr 971121
Subject: MEDIA COVERAGE OF AMERICAN- ROMANIAN JOINT COMMERCIAL VENTURE
TAGS: SCUL, RO
To: CU
SECSTATE WASHDC
USIA
Type: TE
Markings: Declassified/Released US Department of State EO Systematic Review 30 JUN 2005